

PX 111

Message

From: Monica Long [redacted]@ripple.com]
 on behalf of Monica Long [redacted] [redacted]@ripple.com]
 Sent: 8/18/2014 4:11:05 PM
 To: Ken Kurson [redacted]
 Subject: Re: Settlement of Jed's XRP

Here's everything to date, broken out by positioning. I'll send our plan to address under separate cover.

Fork of Ripple

1. [Coinist Launches Beta With Rating and Reviews Across the Digital Currency Ecosystem](#), MarketWired 8/14
2. [Stellar Vs Ripple Wins Protocol Battle](#), Crypt.Ia 8/13
3. [Stellar: Jed Reboots Ripple for the Masses](#), Global Crypto News 8/7
4. [Stellar Ascends Ripple Topples](#), CoinSource 8/6
5. [Mt. Gox And Ripple Founder's Secret Project Revealed: Stellar](#), Coin Telegraph 8/5
6. [New Digital Currency Aims to Unite Every Money System on Earth](#), Wired 8/6
7. [Stripe Cosigns Stellar, a New Digital Currency](#), Payment Week, PaymentWeek 8/1

Similar to Ripple

1. [Weekly Altcoin Update: Stellar's Price Volatility](#), CryptoCoinsNews 8/15
2. [Growing Pains: Stellar Stumbles Briefly Amid Its Launch of A New Crypto Currency Platform](#), Pando 8/5
3. [Bitcoin Secret Project Reveals Stellar](#), CryptoCoinsNews 8/1
4. [Stripe backs Ripple founder's latest digital currency project](#), Finextra 8/1
5. [New Digital Currency Launches with Familiar Faces](#), PaymentsSource 8/1
6. [Mt Gox Founder Jed McCaleb Unveils Project Stellar](#), CoinDesk 7/31
7. [Mt Gox Founder Unveils Stellar, A New Digital Currency Project](#), WSJ MoneyBeat 7/31

Competitor to Ripple

1. [Ripple Settles With Estranged Founder Jed McCaleb Outlining a Metered Sale of XRP Holdings](#), Pando 8/15
2. [Jed McCaleb, Ripple Labs Strike Deal to Avoid 9 Billion XRP Sell-Off](#), CoinDesk 8/15
3. [Bitbeat Ratings Firm Coinist Tackles Trust Problem with Bitcoin 2.0](#), WSJ MoneyBeat 8/12
4. [Jed McCaleb Co-Founds Stellar, A Competitor to Ripple](#), DC Magnates 8/3

Building on Bitcoin

1. [Stellar, Uber, and the Rise of Computational Trust](#), TechCrunch 8/8
2. [Stripe Takes on Bitcoin with Rival Digital Currency](#), Irish Times 8/5
3. [Stellar vs. Bitcoin: San Francisco Startup Stripe Launches New Digital Currency With Kick-Start Funding](#), Latin Post 8/3
4. [A New Competitor For Bitcoin – Stellar](#), Bidness Etc 8/1
5. [New Bitcoin Challenger Launches](#), Fortune 7/31
6. [Stripe Backs Non-Profit Decentralized Payment Network Stellar, From Mt. Gox's Original Creator](#), TechCrunch 7/31
7. [Payment Processor Stripe Launches a New Currency the Stellar](#), VentureBeat 7/31

No Mention of Ripple

1. [ANXPRO Exchange Introduces Stellar Trading](#), CoinTelegraph 8/16
2. [Company Profile: Stellar](#), CoinReport 8/7
3. [Payment Platform Co-Founded by Mt. Gox Creator Gets Backing from Stripe, Whir](#) 8/4
4. [Stellar Open Source Solution International Money Transfers Currency](#), The Next Web 8/1
5. [PayPal Hosts Packed 'Introduction to Bitcoin' Event](#), CoinDesk 8/1
6. [Stellar debuts with a bang, gives away digital currency for free](#), Silicon Angle 8/1
7. [Mt Gox Founder Raises Unconventional 3m Investment](#), Upstart 8/1
8. [Collison brothers' Stripe invests US\\$3m in new cryptocurrency Stellar](#), Silicon Republic 8/1
9. [Digital Currency's Stellar New Idea](#), PYMENTS 8/1
10. [Keith Rabois Stellar Foundation](#), Business Insider 7/31
11. [Jed McCaleb Reveals Stellar, Previously Secret Bitcoin Project](#), NewsBTC 7/31
12. [Jed McCaleb, Mt. Gox and Ripple Founder, Unveils Project 'Stellar'](#), CoinSpeaker 7/31

On Sun, Aug 17, 2014 at 3:27 PM, Ken Kurson <[REDACTED]> wrote:
Is this it? Can you send me ALL press they've gotten? If this is it ... very underwhelming.

From: Monica Long <[REDACTED]@ripple.com>
Date: Thursday, August 14, 2014 9:43 PM
To: Ken Kurson <[REDACTED]>
Subject: Re: Settlement of Jed's XRP

Sure:

<http://www.irishtimes.com/business/sectors/technology/stripe-takes-on-bitcoin-with-rival-digital-currency-stellar-1.1887360>

<http://fortune.com/2014/07/31/stripe-launches-bitcoin-challenger-gives-it-away-for-free/>

On Thu, Aug 14, 2014 at 3:08 PM, Ken Kurson <[REDACTED]> wrote:
Thank you!

From: Monica Long <[REDACTED]@ripple.com>
Date: Thursday, August 14, 2014 2:43 PM
To: Ken Kurson <[REDACTED]>
Subject: Re: Settlement of Jed's XRP

Btw, congrats on the Source Media purchase!!

On Thu, Aug 14, 2014 at 11:37 AM, Monica Long <[REDACTED]@ripple.com> wrote:
Yes, all good. Glad we can move past this soap opera to the more interesting stuff. We're lining up partnerships to announce this fall; they should come in a windfall.

We're also planning how we'll offensively protect ownership of our technology and our story in the press. They're not Stellar's to own.

On Wed, Aug 13, 2014 at 9:30 PM, Ken Kurson <[REDACTED]> wrote:
Reaction on the boards seems great so far.

From: Monica Long <[REDACTED]@ripple.com>
Date: Wednesday, August 13, 2014 8:49 PM
To: <undisclosed-recipients:;>
Subject: Settlement of Jed's XRP

Hi all,

We're pleased to have reached a final settlement with Jed regarding his XRP stake. He's agreed to lock-up terms that limit him to sell by the following schedule:

[REDACTED]

For context, [REDACTED] currently comprises [REDACTED] of volume, so it'd have a minimal impact on XRP price.
For the [REDACTED] he retains an option to sell [REDACTED]

Given the public attention founders' XRP, particularly Jed's, has attracted, we posted [this statement](#) to the Ripple Forum - the home to much of the discussion. Our overall goal with the statement is to assure the market we're resolving the founders' XRP responsibly.

We feel we reached a positive outcome with the settlement and look forward to charging ahead with the team. Please don't hesitate to reach out with any questions.

Best,
Monica

--
MONICA LONG | DIRECTOR OF COMMUNICATIONS | **Ripple Labs**
[REDACTED]@ripple.com | [REDACTED] www.ripple.com | @ripple

--
MONICA LONG | DIRECTOR OF COMMUNICATIONS | **Ripple Labs**
[REDACTED]@ripple.com | [REDACTED] www.ripple.com | @ripple

--
MONICA LONG | DIRECTOR OF COMMUNICATIONS | **Ripple Labs**
[REDACTED]@ripple.com | [REDACTED] www.ripple.com | @ripple

--
MONICA LONG | DIRECTOR OF COMMUNICATIONS | **Ripple Labs**
[REDACTED]@ripple.com | [REDACTED] www.ripple.com | @ripple

--
MONICA LONG | DIRECTOR OF COMMUNICATIONS | **Ripple Labs**
[REDACTED]@ripple.com | [REDACTED] www.ripple.com | @ripple